



2623

AUG 15 2007

TRANSMITTAL  
Application No.: 08/852,813  
Filing Date: May 9, 2001  
First Named Inventor Tadamasa Kitsukawa, et al.  
Examiner's Name: Lambrecht, Christopher M.  
Art Unit: 2623  
Attorney Docket No.: 080398.P159D

PATENT

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TC3790

- An Amendment After Final Action (37 CFR 1.116) is attached and applicant(s) request expedited action.  
 Charge any fee not covered by any check submitted to Deposit Account No. 02-2666.  
 Applicant(s) hereby request and authorize the U.S. Patent and Trademark Office to (1) treat any concurrent or future reply that requires a petition for extension of time as incorporating a petition for extension of time for the appropriate length of time and (2) charge all required fees, including extension of time fees and fees under 37 CFR 1.16 and 1.17, for any concurrent or future reply to Deposit Account No. 02-2666.  
 Applicant(s) claim small entity status (37 CFR 1.27).

**ATTACHMENTS**

- Preliminary Amendment  
 Amendment/Response with respect to Office Action  
 Amendment/Response After Final Action (37 CFR 1.116) (reminder: consider filing a Notice of Appeal)  
 Notice of Appeal  
 RCE (Request for Continued Examination)  
 Supplemental Declaration  
 Terminal Disclaimer (reminder: if executed by an attorney, the attorney must be properly of record)  
 Information Disclosure Statement (IDS)  
 Copies of IDS citations  
 Petition for Extension of Time  
 Fee Transmittal Document (that includes a fee calculation based on the type and number of claims)  
 Cross-Reference to Related Application(s)  
 Certified Copy of Priority Document  
 Other: Response To Notice Of Non-Compliant Amendment  
 Other: \_\_\_\_\_  
 Check(s)  
 Postcard (Return Receipt)

**SUBMITTED BY:**

BLAKELY SOKOLOFF TAYLOR &amp; ZAFMAN LLP

TYPED OR PRINTED NAME: Sheryl Sue Holloway

SIGNATURE:

REG. NO.: 37,850DATE: Aug. 13, 2007ADDRESS: 1279 Oakmead ParkwaySunnyvale, CA 94085-4040TELEPHONE NO.: (408) 720-8300**CERTIFICATE OF MAILING BY FIRST CLASS MAIL (if applicable)**

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on 8.13.07

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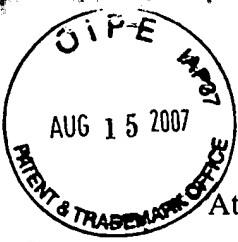
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Atty Docket No. 80398.P159D

09/852,813

Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: ) Examiner: Lambrecht, C.M.  
 )  
 Tadamasa Kitsukawa, et al. ) Art Unit: 2623  
 )  
 Application No. 08/852,813 ) Confirmation No.: 5615  
 )  
 Filed: May 9, 2001 )  
 )  
 For: METHOD AND APPARATUS )  
 FOR PROVIDING )  
 ADVERTISING LINKED TO A )  
 SCENE OF A PROGRAM )  
 \_\_\_\_\_ )

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT**

In response to the Notice of Non-Compliant Amendment mailed July 18, 2007,  
Applicant respectfully requests entry of the following amendments and reconsideration of  
this application.